



REINVENTING B2B WITH 5G

VIDEO TRANSCRIPT

Marco Grigoletti:

We all recognize that there is an opportunity, related to how telco operators can actually leverage 5G to get a new, wider position in the connected industry race. But the question mark that we have every time we have a conversation with our telco clients is why CSPs? Well, there is not a single answer to that question. The first one is whenever the content is requiring to engineer end-to-end quality of service. Which means not just engineering the connectivity, not just engineering the cloud, not just on-prem, but really creating and connecting all those components together to create end-to-end quality.

Marco Grigoletti:

The second point is when there is the need to run and operate these quality of service, those SLAs, and to guarantee them in the long run. The third element is related to the fact that there is the need to being organized, managed and run with a tailored approach, which is related to the specific context. And then, the fourth element is when the context and the industry target is actually open to have an external ecosystem, which is also taking control of earning and managing end-to-end quality of the solution.

Marco Grigoletti:

When we have an answer, which is yes, to all these four elements, to all these four questions, well, we have seen that there is a context on which CSP can leverage their position, their control point, to actually get an important position in being able then to take this new role in the value chain.

Astha Bhardwaj:

The role of the ecosystem is absolutely fundamental here and needs to be given the right importance so that the CSP can innovate at speed and at scale. It is only the CSPs that have progressively built very specific carrier-grade assets and network infrastructure. This coupled with some of the inherent strengths they have, it really puts them at a vantage point. The icing on the cake is that 5G, cloud and even network modernization, are gaining eminence and are also becoming central to a lot of public strategy programs globally, which further all goes well for the CSP.



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Sean Delaney:

This really represents a paradigm shift for CSPs who now find themselves in the business of, not just selling and delivering connectivity product and services, but selling and delivering industrial transformation. Oftentimes, the new buying influence is outside of core IT. So the sales force must evolve and transform from product-oriented sales to strategic selling of complex enterprise transformation.

CSP is needed to develop organizations to identify and cultivate market leading edge solution offerings across a diverse partner ecosystem. Technology platforms must evolve to include these industry specific edge offerings and make them easily extensible to enterprise clients across multi-cloud environments. And additionally, they must offer new capabilities to deploy, customize, operate, and secure these solutions at the edge, taking into account different site archetypes, network archetypes and edge use cases.

However, the window of opportunity is closing quickly. And so, if you have ambitions, aspirations to grow your revenues beyond connectivity and are not all already actively executing a strategy, now is the time to act.

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